



Use of Pupil Images* Policy

*The word image is used here to include photographs, digital photographs, webcam, film and video recordings.

Date Approved: Spring 2024

Date for Review: Spring 2026

Approved By: Strategic Board / Full Governing Body (LVP Only)



Introduction

1. Our schools believe that the responsible use of child and staff images can make a valuable contribution to the life and morale of the school. The use of photographs, for example, in school publicity materials can increase pupil motivation and help parents and the local community identify and celebrate the school's achievements.
2. We only use images that the schools' Senior Leaders consider suitable and which appropriately represent the range of activities the school provides, as well as the values it adheres to. Images are never used if they are considered to put any child or adult at increased risk.
3. Through this policy we aim to respect both our children's and parents' rights of privacy and to minimise the risks to which children can be exposed through the misuse of images. This policy takes account of both Data Protection and Child Protection issues.

Data Protection

4. Photographs and video images of pupils and staff are classed as personal data under the terms of the Data Protection Act 2018. We do not use images of identifiable individuals for school publicity purposes without the consent of either the individual themselves or, in the case of pupils, their parent, guardian or carer (See Appendix A & B).
5. In seeking consent we ensure that parents are clear why we are using a child's image, what we are using it for, and who might look at the pictures. Our consent form also makes clear the period of time for which consent applies.
6. All images are stored securely and used only by those who are authorised to do so. We only re-use images of children after they have left the school if these images are included in scrap books or publications.

Child Protection

7. We only use images of children in suitable dress. The school senior leaders decide if images of some activities - such as sports or arts - are suitable without presenting risk of potential misuse.
8. Any evidence of the use of inappropriate images, or the misuse of images, is reported to the school's Designated Safeguarding Leader, the LADO, Social Services and/or the police as appropriate.
9. Individual pupils are not named in conjunction with their image, and images of children who are subject to specific court orders are never used.

Website

10. We adopt the same principles as outlined above when publishing images on the internet, as we would for any other kind of publication or publicity material. However, the schools recognise that there is limited control over who may view the online images, and consequently this poses a greater risk of the misuse of images via the internet. We therefore give specific consideration to the suitability of images for use on the schools' websites.
11. Images, and accompanying details, are only to be used in line with the UK Council for Internet Safety (UKCCIS) recommended guidance.
<https://www.gov.uk/government/organisations/uk-council-for-internet-safety>

Webcams and Mobile Phones

12. Webcams and mobile phones are not used to take images without people's knowledge.
13. Personal mobile phones should not be used for school activity at any time. The school has a range of digital resources that are available to be used for school activity instead of personal devices. Please also see guidance on mobile phone use within the Staff Code of Conduct document and Staff Handbook.
14. Mobile phones that can take and transmit images are not permitted in areas of the school, such as changing rooms or sports facilities, where they could be misused. Misuse will be regarded as a breach of school discipline and dealt with accordingly.

External Photographers and Events

15. If the school invites or permits an external photographer to take photographs within school we:
 - ensure the photographer has a valid DBS check,
 - provide a clear brief for the photographer about what is considered appropriate in terms of content and behaviour,
 - issue the photographer with identification which must be worn at all times,
 - let children and parents know that a photographer will be in attendance at an event and ensure they consent to both the taking and publication of films or photographs,
 - do not allow unsupervised access to children or one-to-one photo sessions at events.
16. The same conditions above also apply to filming or video-recording of events.
17. Photographs taken by journalists are exempt from the Data Protection Act as newspapers are subject to strict guidelines governing the press. However, wherever possible and practicable, we secure parental permission before allowing journalists to take photographs of pupils and publish names with images.

Photographing and Videoing at School Events Agreement

18. Adults should not take images of their children at school events without the prior permission of a member of staff so that a suitable time and location can be arranged. Visitors are always reminded about the school policy on taking photos and videos at all school events and warned about the dangers of publishing photos on social media. The photographing or videoing of other people's children is not permitted.

Consent Forms

19. Image Consent Forms (See Appendix 1 & 2) are issued to each child and staff member/volunteer as they join the school. This consent will remain valid throughout a child's or adult's time at school and one year after they leave. Image consent can be altered at any time by notifying the school. The school will send annual reminders to parents/staff to update their image consent if they wish to do so. If it is felt that an individual activity is not covered by the general consent form a 'one off' form or request for consent may be used.
20. It is made clear to parents/carers that if circumstances change and they no longer wish for their child's image to be used by the school, **parents/carers themselves** need to inform the school and take responsibility for completing an updated form to replace their original documentation.

The Blidworth and Rainworth Primary School Partnership

These guidelines only relate to images taken by or commissioned by the school themselves for publication. The school is not liable for images taken by parents/carers or others at school events, as it is those who own and publish any images that are subject to the Data Protection Act.

Appendix 1: Image Consent Form (CHILD)

Name of Child: _____ DOB: _____

The school occasionally takes photographs and video recordings of children for school displays, publications and for promotional purposes, such as on our external website. To comply with the Data Protection Act 2018, we need your permission before we use any photographs or recordings we have taken.

Are you happy for the school to take photos and/or video recordings of your child, either as a group or on their own, when participating in school activities and for these images to be used in the following ways?

- School Newsletters Yes No
- School Displays Yes No
- School Website and other Social Media Sites* Yes No
- School TV Channel Yes No
- School Prospectus and accompanying brochures Yes No
- School DOJO (Lake View Only) Yes No

Are you happy for your child's name and image to appear in the media, including in newspapers and online?

Yes No

Please note that no personal information and/or identification of any pupil other than their first name may be contained in a school website, whether in conjunction with a published photograph or not. Please also note that websites can be viewed throughout the world and not just in the United Kingdom where UK law applies.

I have read and understood the conditions of use and I understand that my decision on whether to give consent **will remain valid throughout my child's time at school and one year after they leave**, unless I notify school to the contrary in writing. The consent will automatically expire after this time. I promise that if I, or members of my family, take photos or video recordings of any school event, these will be kept for family use only.

Signed (parent/carer): _____ Date: _____

Our schools are committed to safeguarding and promoting the welfare of children and young people and expects all staff, parents and volunteers to share this commitment.

The Blidworth and Rainworth Primary School Partnership

Conditions of Use (for use with Appendix 1 and Appendix 2)

1. This form is valid from the date of signing until a year after the child leaves school. Your consent will automatically expire after this time. We will not re-use any images unless they are in documentation or scrap books after this time.
2. Photos will be kept in a secure location and only authorised staff will have access to them.
3. We will only include a child's full name as photo captions for press releases. Addresses will not be disclosed in detail. Personal email or telephone numbers will not be disclosed.
4. We will not include the full name of a child in promotional literature.
5. We may use group or class images with very general labels, such as 'our reading challenge' or 'children exploring the environment'.
6. We will only use images of pupils who are suitably dressed, to reduce the risk of such images being used inappropriately.



Appendix 2: Image Consent Form (ADULT)

Name:----- **Post:**-----

The school occasionally takes photographs and/or videos of adults for school displays, publications and for promotional purposes, such as on our external website.

To comply with the Data Protection Act 2018, we need your permission before we use any photographs or recordings we have taken.

I give permission for my image to be used by the school:

- for internal purposes only,
- for internal and external purposes.

I have read and understood the conditions of use and I understand that my decision on whether to give consent **will remain valid until I no longer work or volunteer at the school**, unless I notify school to the contrary in writing. The consent will automatically expire after this time.

Signed: -----

Date:-----